

IN THE CLAIMS:

1. (Currently Amended) A method for fitting shoes, comprising the steps of:

maintaining an inventory at a point of sale location of a plurality of shoes of different styles and sizes, each shoe having a flat inner foot receiving surface having no arch support or otherwise normally provided inner cushioning;

measuring the size, width and arch height of feet of a customer to be fitted for shoes;

selecting the proper size shoes of at least one style selected by the customer;

inserting an orthotic onto the flat inner foot receiving surface of each of the selected shoes; and

fitting the combination of the orthotic and the shoe on the feet of the customer.
2. (Original) The method according to claim 1, wherein the orthotic is a prefabricated orthotic.
3. (Original) The method according to claim 2, further comprising maintaining an inventory of orthotics having a range of sizes.
4. (Original) The method according to claim 1, wherein the orthotic is a custom made orthotic.
5. (Original) The method according to claim 4, further comprising fabricating the custom made orthotic from the measurements of the size, width and arch height for each foot.

6. (Original) The method according to claim 1, wherein the orthotic is a prescription orthotic.

7. (Original) The method according to claim 1, wherein the inventory of shoes comprises dress shoes.

8. (Original) The method according to claim 1, wherein the inventory of shoes comprises fashion shoes.

9. (Original) The method according to claim 8, wherein the inventory of shoes comprises women's fashion shoes.

10. (Currently Amended) The method according to claim 1, wherein the step of measuring the width includes measuring one of only three foot widths for each foot.

11. (Original) The method according to claim 1, wherein the style of the shoe is selected over the Internet.

12. (Currently Amended) A system for fitting shoes, comprising:
an inventory at a point of sale location of a plurality of shoes of different styles and sizes, each shoe having a flat inner foot receiving surface having no arch support or otherwise normally provided inner cushioning;

a device for measuring the size, width and arch height of feet of a customer to be fitted for shoes; and

an inventory of prefabricated orthotics for inserting onto the flat inner foot receiving surface of each of proper size shoes of at least one style selected by the customer, the orthotic selected from the inventory of orthotics based upon the measurements;

whereby the combination of the selected orthotics and the selected shoes are fitted on the feet of the customer.

13. (Original) The system according to claim 12, wherein the inventory of prefabricated orthotics have a range of sizes and arch heights.

14. (Previously Amended) The system according to claim 12, wherein the device for measuring the width includes indicia for measuring only one of three foot widths for each foot.

15. (Previously Amended) A system for fitting shoes, comprising:

an inventory of shoes of different styles and sizes, each shoe having a flat inner foot receiving surface having no arch support or otherwise normally provided inner cushioning;

a device for measuring the size, width and arch height of feet of a customer to be fitted for shoes; and

a custom made orthotic for inserting onto the flat inner foot receiving surface of each of proper size shoes of at least one style selected by the customer;

whereby the combination of the orthotics and the selected shoes are fitted on the feet of the customer.

16. (Original) The system according to claim 15, further comprising a device for fabricating the custom made orthotic from the measurements of the size, width and arch height for each foot.

17. (Original) The system according to claim 15, wherein the orthotic is a prescription orthotic.

18. (Original) The system according to claim 15, wherein the inventory of shoes comprises dress shoes.

19. (Original) The system according to claim 15, wherein the inventory of shoes comprises fashion shoes.

20. (Original) The system according to claim 19, wherein the fashion shoes are women's fashion shoes.

21. (Currently Amended) The system according to claim 15, wherein the device for measuring the width includes indicia for measuring one of only three foot widths for each foot.

22. (Previously Amended) A device for measuring foot size comprising:

a surface for receiving a foot;

a first reference on the surface for indicating a selected location of the back of a foot;

a second reference on the surface for indicating a selected location for one side of the right foot;

a third reference on the surface for indicating a selected location for one side of the left foot;

first indicia on the surface for indicating the length of a foot having the back of the foot at the first reference;

second and third indicia on the surface for indicating a width of the foot, the second indicia comprising a series of markings spaced at respective predetermined distances to the right of a center axis of the surface, the third indicia comprising a corresponding series of markings spaced at the respective predetermined distances to the left of the center axis, corresponding pairs of markings from the second and third indicia being substantially symmetric relative to the center axis and indicating the width of the foot when the foot is centered on the surface;

a first mechanism for measuring the height of the arch of the left foot; and

a second mechanism opposing the first for measuring the height of the arch of the right foot.

23. (Previously Amended) The device according to claim 22, wherein the second and third indicia each comprise only three lines.

24. (Previously Amended) The device according to claim 22, wherein the first and second mechanisms for measuring the arch height each comprise a wedge movable towards and away from the arch of a foot and indicia associated with each wedge indicating the height of the arch based upon the position of the wedge when in contact with the arch of the foot.

25. (Previously Amended) A device for measuring foot size comprising:

- a housing for receiving a foot;
- a first reference for indicating a selected location of the back of a foot;
- a second reference for indicating a selected location for one side of the right foot;
- a third reference for indicating a selected location for one side of the left foot;
- first indicia for indicating the length of a foot having the back of the foot at the first reference;
- second and third indicia on the surface for indicating the width of the foot, the second indicia comprising a series of markings spaced at respective predetermined distances to the right of a center axis of the surface, the third indicia comprising a corresponding series of markings spaced at the respective predetermined distances to the left of the center axis, corresponding pairs of markings from the second and third indicia being substantially symmetric relative to the center axis and indicating the width of the foot when the foot is centered on the surface;
- a plurality of scanners for scanning an image of the indicia and of the foot in the housing in three dimensions including the arch height thereof; and
- a mechanism for measuring the length and width of the foot using the indicia and measuring the height of the arch of the foot.

26. (Previously Amended) The device according to claim 25, wherein the second and third indicia each comprise only three lines.

27. (Original) The device according to claim 25, wherein the scanners comprise CCD imagers.

28. (Original) The device according to claim 25, further comprising a processor for receiving the imaging information from the scanners and for producing the measurements.

29. (Original) The device according to claim 25, further comprising a modeler connected to the processor for forming orthotics customized to the measurements for each foot.

30. (Amended) The device according to claim 23, wherein the second and third indicia lines are parallel.

31. (Amended) The device according to claim 26, wherein the second and third indicia lines are parallel.